

CHRISTIAN STATESMAN

VOL. XCVI

Pittsburgh, Pa., March, 1952

No. 2

"Our Public Schools—Christian Or Secular"

by Rev. Renwick H. Martin, D.D.

Review by REV. WILLIAM W. McKINNEY, Ph.D., D.D.

The increasing secularization of life in the United States and the evident decline in morality have made imperative a re-thinking of the task of the public schools in our democracy. Should the public schools merely impart education on a secular basis, or have the schools the responsibility to strengthen the moral and ethical bases on which democracy must rest? We may rightly assume that the churches can be held responsible for the religious and moral training of their youth.

Statistics, however, reveal that only about half of the American people are members of the church. Who then should be responsible for building character and ideals in the boys and girls who are reared in homes where the parents are not affiliated with any church? Should this unchurched 50 per cent be ignored and neglected? Have the tax-supported schools been meeting their responsibility to society when they permit one-half of the future voters to develop without any formal training in moral and ethical ideals? This question is too serious to be shrugged off in indifference. The very life and character of the nation are at stake. Something must be done.

Dr. R. H. Martin has attacked this problem with courage and clarity in his new book, "Our Public Schools—Christian or Secular." The book is the fruitage of long study by an outstanding leader in the field of Christian citizenship. In 150 compact but popularly written pages, Dr. Martin traces the development of the public schools with their early emphasis upon Christian morality and their subsequent secularization due to causes which he lists with accuracy and candor. With similar frankness and penetrating insight, he evaluates the resulting dangers to American democracy of this process of secularization and

leads to the inevitable conclusion that some constructive program must be devised which will safeguard the future.

Dr. Martin finds the desirable solution in the building of strong popular sentiment for the return of the Bible to the public schools and for the teaching in these schools of the fundamental moral and ethical truths of the Christian religion upon a non-sectarian basis which will preserve the religious freedom of all. The problem which Dr. Martin is here discussing, and for which he presents his clearly defined and well defended solution, gains increased urgency due to the widespread evidences of decline in public morality and the resulting increase in crime which has reached alarming heights in many sections of the country. In a well documented chapter, Dr. Martin quotes authentic statistics gathered by J. Edgar Hoover and other authorities. He shows the close correlation between the increase in crime and the progressive secularization of the schools. This correlation cannot be dismissed as a mere coincidence. There is a causal relationship which must be remedied by aggressive action in the public schools.

The whole problem of the resulting responsibility of the public schools for strengthening the moral and ethical bases of American democracy is heightened by two recent events of grave concern. The first is the unexpected and misguided action of the Supreme Court in supporting the appeal of Mrs. Vashti McCollum, an avowed atheist, in her legal fight against religious instruction in the public schools on a released time basis. The other event is the persistent effort of the Roman Catholic Church to secure public funds in support of parochial schools. This effort is based on the plausible plea that, since the public

schools are secular and irreligious, the churches have a responsibility to plan and develop their own parochial school system. These two events are bringing into sharp focus the responsibility of public schools to provide a moral and spiritual basis for the continuing functioning of democracy. Dr. Martin faces both of these recent events with frankness and a clear recognition of the dangers inherent in each action.

In a masterful marshalling of facts and testimony, Dr. Martin writes a convincing chapter exposing the tragedy of errors which underlies this regrettable action of the Supreme Court and the dangerous implications of its decision. He reveals that the majority opinion of the Supreme Court was based upon a false interpretation of the American principle of the separation of church and state. His documented argument should be read widely so that this hampering precedent can be corrected when some new case is to be argued before the Supreme Court.

With similar forensic skill, Dr. Martin in his new book refutes the arguments of those who advocate a sectarian system of education. He is convinced that we dare not contract the scope of our public schools by the development of any substitutionary system of parochial schools in which each group would train and educate its own children, with the resulting segmentation of society based on religion. The schools must be for all and should remain a unifying factor in democracy, imparting training in similar ideals and upholding one central loyalty rather than group or competing loyalties. The public schools must continue to render great service as a unifying factor by helping to build a broad foundation of character and ideals which is based upon the acceptance of Christian standards.

Dr. Martin rejects as inadequate any "released time" solution. He stands firmly upon the conviction that "the schools are to fit every child throughout the nation to perform his duty to his country and to his God." Intelligence and character are equally essential qualifications for citizenship in a democracy.

The philosophy which underlies Dr. Martin's approach to the problem of the religious

influence of our public schools is a recognition of the Lordship of Jesus Christ over all phases of life and which covers the entire range of the individual's activities and decisions. Life cannot be divided into two compartments, one religious in which Christ is Lord and the other a secular compartment in which allegiance is given to secular ideals. America is a Christian nation. To deny the Lordship of Christ over the state is to give wide areas of life to other lords.

Throughout the entire book, Dr. Martin pays high tribute to the essential place of the public schools in a democracy. He admits frankly the criticisms which are now being directed against the schools but finds the answer to this criticism in a return to certain aspects of the religious training which the public schools formerly emphasized. He upholds with clear-cut arguments and supporting testimony his conviction that the schools cannot be neutral in the matter of religion, but at the same time they must avoid any phase of sectarianism. Any imagined neutrality is only a delusion and a surrender to atheism. The author quotes in support the statement of Bishop Fulton J. Sheen: "A school from which religion is excluded is bound to become irreligious. The old notion of 'no indoctrination of religion' really means indoctrination of doubt and unbelief." Even the church is unable to provide a religious education competent to counteract the secularizing effect of a public education that leaves religion out. He confesses in shame the sins of the churches in their former emphasis upon sectarianism which too often has made religion a divisive factor and which has created the misapprehension that all phases of religious instruction must be omitted because they are inherently sectarian.

His chapter distinguishing religion and sectarianism is particularly illuminating and unanswerable in its comprehensive argument. Christ and the Bible, he re-affirms, are non-sectarian. The Christian ideals of justice, mercy, integrity, kindness and love are the very basis of our national law and social structure. There must be an equitable balancing of rights and duties. The imagined rights of a small minority should never be urged as

a justification of our failure to fulfill our duty to the vast majority.

The concluding portion of the book presents in detail a program for moral and religious training in our public schools. It forms a very positive contribution to the thinking of all who are seeking to find a place for the Bible and non-sectarian religious teaching in the schools.

A particular feature of the book is the wealth of appropriate and supporting quotations which continually bring into sharp focus the confirming thinking of many foremost educators and religious leaders. The book is abundantly documented and clearly indexed for quick reference. It is written in rapidly moving and non-technical language and printed in large, clear type. The book is designed primarily for laymen, not specialists, and for parents who are concerned with the religious training of their children. Dr. Martin has put us all in his debt by the preparation of this volume. The present reviewer would recommend, "Our Public Schools—Christian or Secular" as "the religious book of the month."

Order "OUR PUBLIC SCHOOLS—CHRISTIAN OR SECULAR" Now.

We request the cooperation of Christian Statesman readers in securing for this book the widest possible distribution and reading throughout America.

After reading Dr. McKinney's review of the book we believe you will want to secure copy not only for yourself but for others as well to place in the hands of superintendents, principals and teachers in your public schools, members of your school board, parent teachers association, local pastors, attorneys and judges. You may also wish to place copies in the hands of educators and religious leaders in your state or even outside of it in the nation.

This is an opportune time to get the facts contained in this book before the American people. The place that the Bible and fundamental religious truth

should have in the public schools is one of the most widely discussed and controversial issues before the American people. We request your help in giving this book the widest possible publicity and reading.

QUOTATIONS FROM

"Our Public Schools—Christian or Secular"

One of the striking features of this new book is the wide selection of fitting and supporting quotations which serve to focalize the confirming thinking of many foremost statesmen, educators and religious leaders on the place of the Bible and religion in American life and in education.

"The Bible is the Rock on which this Republic rests."
—President Andrew Jackson

"The Bible is the source of liberty."

—President Thomas Jefferson

"To this Book we are indebted for the progress made in our civilization and to this Book we must look as our guide in the future."

—President U. S. Grant

"The more profoundly we study this wonderful Book and the more closely we observe its divine precepts, the better citizens we will become and the higher will be the destiny of our nation."

—President William McKinley

"The Bible has been the Magna Charta of the poor and the oppressed. . . . Nowhere is the fundamental truth that the welfare of the state in the long run depends on the righteousness of its citizens so strongly laid down. The Bible is the most democratic book in the world.

—President Theodore Roosevelt

"There are great problems before the American people. I would be afraid to go forward if I did not believe that there lay at the foundation of all our schooling and all our thought the incomparable and unimpeachable Word of God."

—President Woodrow Wilson

"The foundations of society and government rest so much on the teachings of the Bible that it would be difficult to support them if faith in these teachings should cease to be practically universal in this country.

—President Calvin Coolidge

The author follows with his own statement—

"The Book that made America should be in the schools on which we depend to make Americans."

THE NATIONAL REFORM ASSOCIATION

209 Ninth Street, Pittsburgh 22, Pa.

Gentlemen:

Please send me _____ copies of the book "OUR PUBLIC SCHOOLS—CHRISTIAN OR SECULAR," at \$2.00 per copy. Enclosed find remittance for same.

NAME _____

ADDRESS _____

THE CHRISTIAN STATESMAN*Founded in 1867*

Devoted to Christian Political and Social Science

*Official Organ of***THE NATIONAL REFORM ASSOCIATION**

An organization of Christian citizens founded in 1863

Published Bi-Monthly

January, March, May, July, September and November
at the Association's Headquarters, 209 Ninth St.,
Pittsburgh 22, Pa.

RENWICK H. MARTIN, D.D., Editor

REV. J. RENWICK PATTERSON, Assistant Editor

Rates, \$1.00 the year, payable in advance.

Entered as Second Class Matter, July 30, 1906 at Pittsburgh, Pa.,
under Act of Congress of March 3, 1879.

Acceptance for mailing at special rate of postage provided in Section
1103, Act of October 3, 1917, authorized January 17, 1921.

BIBLE CASES BEFORE THE U.S. SUPREME COURT

For some time three cases on appeal have been before the U. S. Supreme Court involving the issue of the Bible and religion in our public schools. One involved the constitutionality of a New Jersey state law requiring at least five verses of the Bible to be read daily in the public schools of that state. Two citizens of the state appealed to the State Court to invalidate this law but the State Supreme Court upheld the law. The appeal was then made to the Supreme Court of the U. S.

A few days ago, this Court denied the appeal to hear the case which means that the ruling of the State Court is upheld.

One of the other cases comes from the State of New York and involves as we understand, the constitutionality of the release-time programs. We are not informed as to what the other case involves. However, the public press states that these two cases will probably be ruled upon by the Supreme Court this coming June.

Of late there appears to be a reluctance on the part of the Supreme Court to rule on a number of controversial issues. It may be that their refusal to rule on the New Jersey Bible school case is due to the fact that there has been nation-wide dissatisfaction if not outright opposition to their ruling in the McCollum Case. In the meantime our duty is to go forward in building a public sentiment for the right and duty of the state to give the Bible and fundamental religious instruction in our public schools the place the Founding Fathers gave them in the early history of our country.

CALIFORNIA BRANCH ACTIVITIES

Within the past few months the California Branch of The National Reform Association has been very active. In the latter part of November an unusually successful Annual Meeting was held in Santa Ana, California. The evening dinner which opened the meeting was attended by seventy officers and leaders of the Branch. An open

forum followed the dinner which was attended by twice this number and officers were chosen for the coming year.

The first of January, Rev. David Calderwood, Field Secretary of the Branch, began a series of weekly broadcasts over station KGER on the theme, BUILDING ON THE INFALLIBLE WORD. The broadcasts are on Saturdays from 10:30 to 10:45 A. M. The California Branch is underwriting one broadcast each month and also the League of Christian Parents, a new organization auxiliary to the California Branch of The National Reform Association.

It is known to our California readers that this Branch was instrumental in having a bill for required Bible reading in the public schools introduced in the last session of the Legislature. Hearings were held before a committee on this bill. This committee referred the bill to the State Board of Education for study and recommendation to the next Legislature. Representatives of our California Branch have appeared before this committee on behalf of this bill and religion in general in the schools. A program is being carried forward to secure wide support for the measure. Dr. Frank Dyer of Santa Monica, an officer of the Branch and Chairman of its Legislative Committee, has succeeded in raising a Committee of One Hundred representative citizens of the state to give it their support.

This Committee is composed of outstanding citizens both men and women in the fields of science, education, law and religion. Among these are the following: Robert A. Millikan, scientist, Edgar J. Goodspeed, Bible translator, Bishops Francis Eric Bloy and Donald J. Campbell, Bob Shuler, Pastor, Ethel Hubler, Editor, W. H. Schmelzel, International Gideon, Paul B. Fischer, Attorney, R. E. Smith, M.D., Mrs. de Shishmareff, President, League of Christian Parents, and Dr. and Mrs. Walter McCarroll.

Dr. Dyer has been very active in contacting prominent leaders and addressing meetings in the interest of this bill. He states that distinguished guest scholars to California have given strong support to the Bible bill and names the following: Dean Luther Weigle of Yale, Dr. W. F. Allbright, Johns Hopkins, Dr. Henry Sloan Coffin, Union Theological Seminary, Dr. Roscoe Pound, formerly of Harvard and Dr. Harry Emerson Fosdick of New York.

* * *

All the sense of integrity, and honor, and service I have in my heart I got from hearing the Bible read by a school teacher in the three years that I was privileged to go to a little, old-fashioned grammar school. The teacher read the Bible every morning to start the day right.—Henry Ford.

Billy Graham—Modern Prophet of National Evangelism

A new type of evangelist, mighty in word and deed, has arisen in America. His name is Billy Graham. He recently concluded a six weeks series of evangelistic meetings in Washington, our nation's capital. The meetings were held in a great auditorium accommodating almost 10,000 people. So great was the interest that at times thousands were unable to gain admittance. More than six thousand persons came forward confessing their sins and accepting Jesus Christ as Saviour and Lord of their lives. Other thousands of Christians rededicated themselves to God. With great earnestness and power Billy Graham preached the Gospel of individual repentance and salvation and with the blessing of God the results were highly satisfactory.

But Billy Graham, unlike most evangelists of our time, is more than a preacher of individual salvation. He believes in and preaches with equal earnestness and power the Gospel of national salvation. He believes that nations as truly as individuals commit sin, and that they like individuals must repent of their sins and accept the Lord as their Saviour and Ruler, to be saved.

This writer attended two evening sessions and at other times listened to his message over the radio. He could not but think of the Old Testament prophets—Elijah, Amos, Isaiah, Jeremiah—whom God commissioned to proclaim His message to the nation of Israel, to denounce the sins of the nation, and call upon the nation to repent and return to the Lord. He could not but feel that Billy Graham believes himself to be Divinely commissioned to bring the Gospel of national repentance and salvation to the leaders and people of this nation. This note rang out clearly and with great force not in one or two but in many of his messages.

A unique and notable meeting was held on a Sabbath afternoon on the Capitol grounds at which Billy Graham spoke from the steps of the Capitol building to a vast assemblage of from thirty to forty thousand people. The key note of this message was national repentance and the acceptance of Christ as Saviour and Lord by the rulers and people of this nation. He urged the members of Congress to call upon the President to issue a proclamation setting apart a Day for Prayer for our nation, as President Lincoln in response to a request from Congress did in the dark days of the Civil War. To enforce his call he read President Lincoln's proclamation in its entirety. A few extracts from this Proclamation follow:

"Whereas it is the duty of nations; as well as of men, to own their dependence upon the overruling power of God, to confess their sins and transgressions in humble sorrow, yet with assured hope that genuine repentance will lead to

mercy and pardon, and to recognize the sublime truth announced in the Holy Scriptures, and proven by all history, that those nations only are blessed whose God is in the Lord . . . but we have forgotten God. . . . It behooves us, then, to humble ourselves before the offended Power, to confess our national sins, and to pray for clemency and forgiveness.

"Now, therefore, in compliance with the request and fully concurring in the views of the Senate, I do, by this proclamation, designate and set apart Thursday, the 30th day of April, 1863, as a day of national humiliation, fasting and prayer."

It is gratifying to know the reaction of Congressmen to this appeal. Two members of the House of Representatives have introduced resolutions requesting President Truman to proclaim a Day of Prayer for our nation and quite a number of other Congressmen have expressed their approval on the floor of the House. In addition two of the members have conferred with President Truman with reference to the matter and he expressed his hearty endorsement of the same.

It was planned also to have the closing meeting of the six weeks series on the Capitol grounds but due to unfavorable weather it was held in the large auditorium. Thousands who gathered were unable to obtain entrance and stood outside in the rain for Billy Graham's closing message which also was a message to the leaders of our nation calling for national repentance and reformation.

Our space will not permit us to go into detail regarding this message. Congressman Lucas was so impressed with the message that he had it inserted in the Congressional Record. We think so much of it that we requested the Congressman to have 5,000 copies of the message reprinted for the National Reform Association the cost of which we paid. It is entitled, "The Faith of George Washington, a Sermon by Billy Graham."

What America needs today, what will save her and enable her to measure up to the crucial world situation she is facing, is a great campaign of national evangelism. Let us thank God for Billy Graham, the evangelist of national as well as individual salvation. May God raise up many others like him. Let it be our hope and prayer that the preachers of America standing in their pulpits shall, like Billy Graham and the Old Time prophets, proclaim the message of God to this nation. It is the message which The National Reform Association has been proclaiming for more than three-quarters of a century.

We ask all of our readers to write a letter to their Senators and to their Representative in the Lower House of Congress urging them to support a resolution requesting the President to appoint a Day of Prayer for our nation.

Data on Seven Magazines That Accept Liquor Advertising

Magazines	Circulation*	Pages liquor ads	Revenue from liquor ads	Total revenue from all advertising	% of total revenue obtained from liquor ads
LIFE (52 issues)-----	5,316,073	421	\$9,912,087	\$91,519,576	10¾%
TIME (52 issues)-----	1,599,896	328	2,914,880	22,318,862	13%
FORTUNE (12 issues)-----	253,432	95	385,990	5,133,892	7½%
Henry R. Luce, Editor-in-Chief, Life Time and Fortune, Time and Life Bldg., 9 Rockefeller Plaza, New York 20, N.Y.					
COLLIER'S (52 issues)-----	3,092,601	279	3,375,370	18,835,923	17¾%
Crowell-Collier Publishing Co., 640 Fifth Ave., New York, N.Y.					
LOOK (26 issues)-----	3,134,643	187	2,716,962	19,946,982	13-6/10%
Gardner Cowles, Ed., 488 Madison Ave., New York 22, N.Y.					
McCALL'S** (12 issues)-----	3,865,558	9	150,480	11,446,186	1-3/10%
Marvin Pierce, Pres., McCall Corp., 230 Park Ave., New York 17, N.Y.					
WOMAN' HOME COMPANION**					
(12 issues)-----	4,076,045	8	135,300	12,410,419	1-1/10%
address same as for Collier's					

*As given in The World Almanac, 1952. **Beer advertisements only.

1952 ADVERTISING RATES IN MAGAZINES ACCEPTING LIQUOR ADVERTISEMENTS

Rates are from January, 1952 issue of Standard Rate and Data Service. Rates given below are for a single insertion. Most magazines allow a small reduction when the same advertising is inserted repeatedly. Bleed page—no margin—is usually 15% higher.

Space	Color	Rate 1 insertion
LIFE		
1 page	1	\$18,100
½ page	1	9,500
¼ page	1	4,910
1 page	2	22,400
1 page	4	26,900
1 page	4 (bleed)	30,935
TIME		
1 page	1	7,350
2 columns	1	5,255
1 column	1	2,685
1 page	2	9,115
1 page	4	11,025
1 page	4 (bleed)	12,679
FORTUNE		
1 page	1	3,190
½ page	1	1,655
1 page	2	3,850
1 page	4	4,785
1 page	4	5,503

Space	Color	Rate 1 insertion
COLLIER'S		
1 page	1	\$9,125
½ page	1	4,570
¼ page	1	2,285
1 page	2	10,925
½ page	2	5,650
1 page	4	12,875
1 page	4 (bleed)	14,162
LOOK		
1 page	1	10,415
½ page	1	5,645
¼ page	1	2,915
1 page	2	12,800
1 page	4	15,290
1 page	4 (bleed)	17,583
McCALL'S (Beer Only)		
1 page	1	11,400
1 page	2	13,225
1 page	4	15,200
1 page	4 (bleed)	16,720
WOMAN'S HOME COMPANION (Beer Only)		
1 page	1	11,500
1 page	2	13,300
1 page	4	15,375
1 page	4 (bleed)	16,912

NOTE. The advertising rates of the above magazines are given in order that those who wish to protest against liquor advertising may be able for themselves to protest the advertising expenses in current issues of these magazines and make use of it in sending in their protest. For example: secure copy of a recent issue or issues of LIFE magazine. Cut out all the liquor ads and paste them together side by side, exhibit them to audiences—Bible classes, missionary societies, congregations, WCTUnions or other interested groups—give them the number of pages of liquor ads, the rate per page for a single issue and the revenue the magazine obtains from these ads. This will create interest, provoke to action and can be used in enforcing protests sent to the editors or publishers.

We suggest special attention be given to LIFE magazine because of the magnitude of its liquor advertising (in 1951 it derived therefrom a revenue of almost \$10,000,000) and because it claims a readership of over 28,000,000 of which number 5,000,000 are boys and girls between the ages of 9 and 19.

We also suggest special attention be given to McCall's and Woman's Home Companion magazines (they advertise beer only) because they are *home* magazines.

Protests need not be confined to the above 7 magazines. They may well include other magazines and newspapers that take liquor advertisements.

WHAT TO INCLUDE IN PROTESTS

Even though the alcoholic beverage industry is spending from \$200,000,000 to \$250,000,000 to increase the sale and consumption of alcoholic beverages, include in your protests more than the magnitude of this advertising. You should stress its false and misleading character, that much of it is an invasion of the sanctity of the American home and that courts, including the U. S. Supreme Court has declared that there is no inherent right in a citizen to manufacture or sell intoxicating liquors, that it is a special privilege which can be restricted and even prohibited without depriving anyone of an inherent right. The same is true with reference to its advertising. Furthermore, you can properly include the injury that results from its use—such as deaths on our highways caused by drinking drivers, millions of alcoholics, etc., etc. There is power in protest. Let a flood of protests from all over America go into these editors and publishers, officers of radio and TV stations. It is your right and likewise your duty as God-fearing citizens who want a sober America, to do so.

PROTEST CAMPAIGN AGAINST LIQUOR ADVERTISING

The National Temperance and Prohibition Council, composed of representatives of 23 national organizations which have a membership of about

25,000,000, is sponsoring a campaign against the advertising of alcoholic beverages in newspapers, magazines, radio, television and other media. Most of this advertising is done on a national scale and can be met effectively only by a cooperative effort on the part of those opposed to this advertising carried forward on a nation-wide scale.

While this campaign is to cover radio, television and newspaper advertising of alcoholic beverages, for the present we are giving readers of The Christian Statesman information only regarding this advertising in magazines as above, requesting that they push this vigorously. In our next issue, we will give information regarding radio, television and newspaper advertising of these beverages and also include the program for commending publications that do not accept liquor advertisements.

How much time, effort and means are you ready to use in offsetting this liquor advertising propaganda? We urge our readers not only to send in their protest but also to become leaders in their communities in having others do so. We also request that from time to time you let us know what you have done and also that you send copy of your protest to us that we may know how the campaign is progressing. Address R. H. Martin, Chairman, Committee Against Liquor Advertising, 209 Ninth St., Pittsburgh 22, Pa.

NEW LITERATURE

Five thousand copies each of two new pieces of literature have just been added to our stock of reading material. The first is a reprint from the Congressional Record of the final message preached by Billy Graham during the recent evangelistic campaign in Washington, D.C. The title of the sermon is "The Faith of George Washington."

The sermon was inserted in the Congressional Record by Representative Wingate H. Lucas of Texas and through him the reprinting was obtained by The National Reform Association. The sermon warns us of the folly of attempting to run the nation without "our Pilot, the Lord Jesus Christ." It should have wide reading.

The second is a sermon entitled, "America's Damnable Scourge," by Rev. Alton H. Glasure, D.D., pastor of the First Presbyterian Church, St. Petersburg, Florida. The sermon is a sane, forthright and stirring message dealing with the liquor traffic. It presents a clear and accurate picture of what beverage alcohol is doing to the people of America today. It will stir your fighting blood. Read it and pray for America.

Price of each to cover printing, one cent per copy.

"Our grand business in life is not to see what lies dimly at a distance, but to do what lies clearly at hand."

—Carlyle.

ANNUAL MEETING OF THE NATIONAL TEMPERANCE AND PROHIBITION COUNCIL

Rev. J. Renwick Patterson

Dr. R. H. Martin and Rev. J. Renwick Patterson represented The National Reform Association at the Annual Meeting of The National Temperance and Prohibition Council held in Washington, D.C., January 28-31, 1952.

The phase of the liquor problem receiving primary attention by the Council was the advertising of alcoholic beverages, and took concrete form in the action on the report of the Committee Against Liquor Advertising of which Dr. R. H. Martin is Chairman, and in the Hearing held by the Senate Committee on Interstate and Foreign Commerce on the Johnson-Case Bill, S-2444, "to prohibit the broadcasting over radio and television of advertisements of distilled spirits for beverage purposes and for other purposes."

The report of the Committee Against Liquor Advertising including the recommendations was accepted by the Council and deep appreciation was expressed to Dr. Martin for his painstaking labor in gathering the information contained in the report. Additional copies were ordered mimeographed by the Council for distribution at the rate of five cents each and 1,500 copies have been prepared, nearly all of which have already been requested by temperance leaders throughout America. Copies of this report are available from our office.

PROTEST CAMPAIGN

In carrying forward the recommendation concerning the protest campaign, it was understood that a four-page brochure will be prepared by Dr. Martin to be used in directing protest action against all kinds of liquor advertising, especially radio and television, and to focus attention in the protest campaign upon LIFE, TIME, FORTUNE, COLLIER'S, LOOK, McCALL'S and WOMAN'S HOME COMPANION—the magazines that were examined by the Committee for alcoholic beverage advertising. We urge everyone to enlist in the protest campaign.

The other members of this Committee are Bishop Wilbur E. Hammaker, Rev. Sam Morris, LL.D., Miss Elizabeth Smart, Mr. W. Earl Hotalen, Major Clayton M. Wallace, Miss Ethel Hubler, Mrs. A. F. Leonhard, Clinton N. Howard, D. Leigh Colvin.

HEARING OF JOHNSON-CASE BILL

In the temperance fight, one should remember that one does not win a war in a single encounter but engages the enemy in battle after battle at those points along the front where he is most likely to win victories. In dealing with the liquor problem it is wise strategy to strike the heaviest blows at those points where public sentiment is most sympathetic. The advertising of alcoholic beverages, particularly through media which enters the home, is one of these points.

Senator Edwin C. Johnson had this in view when he introduced the Johnson-Case Bill, S-2444, into the Senate. The hearing on this bill was held on January 30-31 in the Caucus Room of the Senate Office Building. The Council meetings were recessed in order to permit its members to attend the hearing and submit their statements on the bill. Dr. Martin testified for The National Reform Association. He gave emphasis to the fact that the liquor business is not an "inherent right" business but exists by sufferance, and its operations are subject to all kinds of controls. The same holds for liquor advertising. It too can be restricted, regulated, or prohibited, and no one is thereby denied any inherent right.

Among the twenty-five or more proponent witnesses introduced by Bishop Wilbur E. Hammaker were such prominent persons as Dr. Caradine R. Hooton of the Methodist Board of Temperance; Dr. Norman Vincent Peale, of the Marble Collegiate Church; Dr. Sam Morris of San Antonio, Texas; and radio artist and Prohibition Party Candidate for President, Stuart B. Hamblen.

Because the opposition wanted more time to prepare their testimony, the hearing was recessed at noon on January 31st and was resumed at 10 A. M. on February 6th, when the opposition appeared in force. Each of the forty or more witnesses appearing against the bill was interested financially either directly or indirectly in the alcoholic beverage industry, or in the advertising business. Of course, they questioned the constitutionality of the bill. The measure is now at the disposal of the Committee and Senator Johnson is confident that it will be reported out favorably and will pass into law.

FEDERATION BREAKFAST

One of the delightful experiences in connection with the Council meeting was the Annual International Reform Breakfast held on Tuesday morning in the Senate Dining Room of the Capitol Building and at which Dr. Clinton N. Howard presided in his own inimitable manner. Members of the government who attended the breakfast and extended greetings were Justice Burton of the Supreme Court, Senators Connally of Texas, Johnson of Colorado and Johnson of South Carolina. Others who were present but did not speak were Senator Ferguson of Michigan and Congressman Bryson of South Carolina.

During the course of the Council sessions the following members of Congress appeared, were introduced and spoke briefly: Representatives John V. Beamer of Indiana, John Phillips of California, Marguerite Stitt Church of Illinois, Brooks Hays of Arkansas, Thomas A. Jenkins of Ohio, William S. Hill of Colorado, Judge Ruth Thompson of Michigan, Senator Owen Brewster of Maine and M. Stanley Taylor, Administrative Assistant of Senator Andrew F. Schoepel of Kansas.